

Statewide Transportation Survey

Arizona Transportation Summit
May 29, 2008





Purpose of Survey

- To measure regional and statewide public attitudes, opinions, and interests relevant to addressing transportation mobility needs, including potential solutions and timing.





Approach

■ Survey

- 1,200 sample size.
- High-efficacy voters.
- +/-2.9% at 95 percent confidence level.
- Analysis by subareas:
 - Maricopa County
 - Pima County
 - Balance of state





Survey Demographics

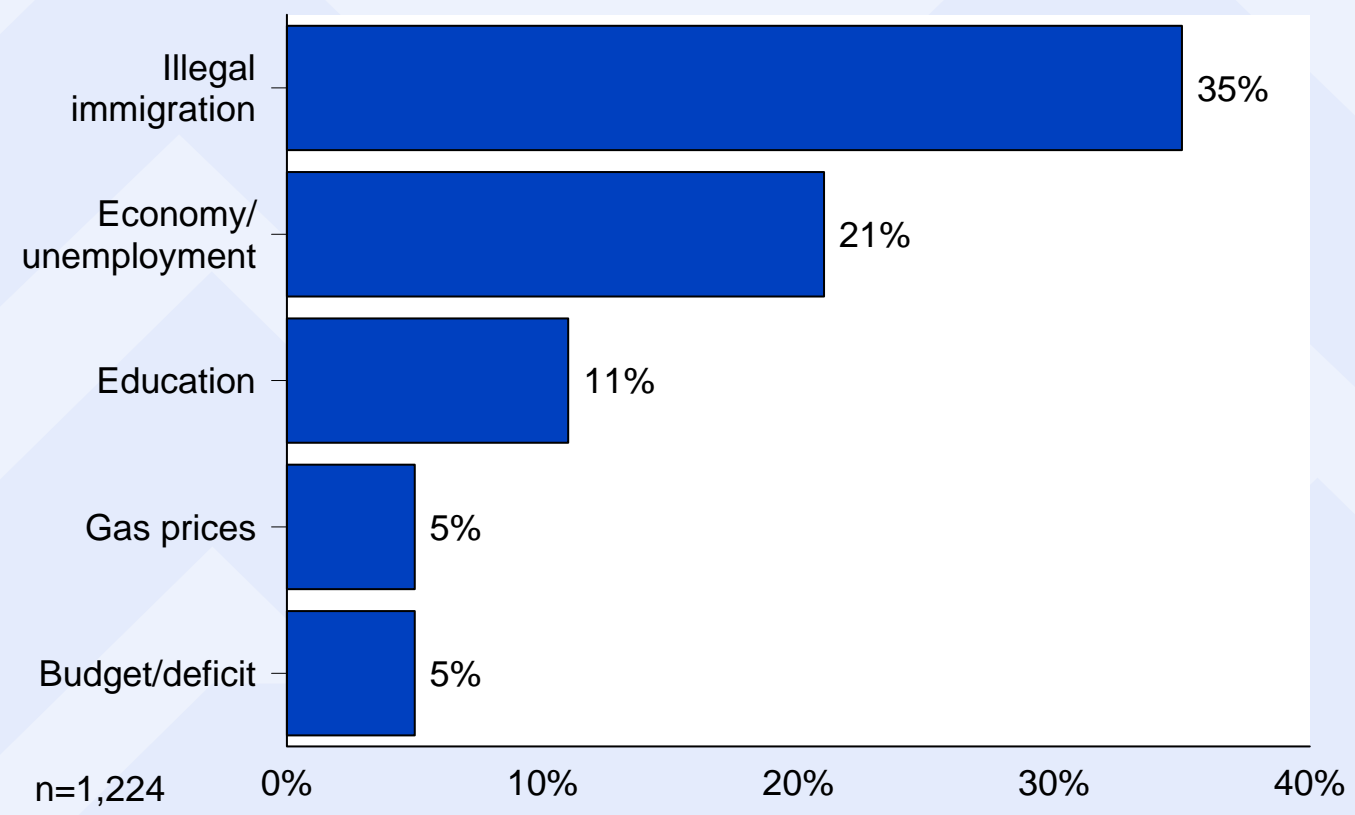
- **Balance by County**
 - Maricopa = 720
 - Pima/Outlying = 240 each
- **Gender**
 - Male = 48%
 - Female = 52%
- **Average Age**
 - 53.7
- **Average Income**
 - \$69,000
- **Employment**
 - Full-Time = 46%
 - Part-Time = 7%
 - Retired = 34%
- **Political Party**
 - Republican = 44%
 - Democrat = 38%
 - Other = 18%





Most Important Issue Facing Arizona Today

Top Five Issues

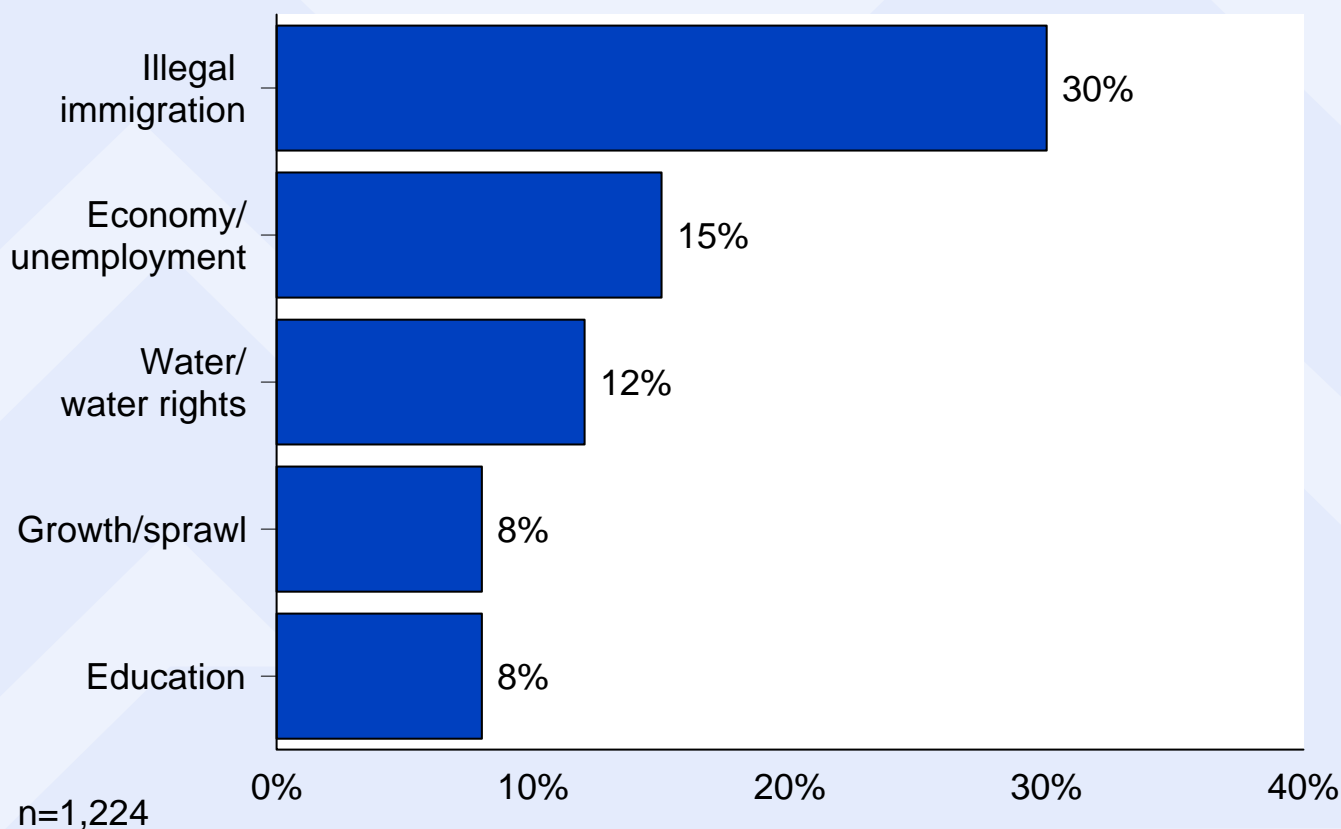


Q1. What would you say is the ONE most important problem or issue facing the state of Arizona today?



Most Important Issue Facing Arizona Next 5 to 10 Years

Top Five Issues

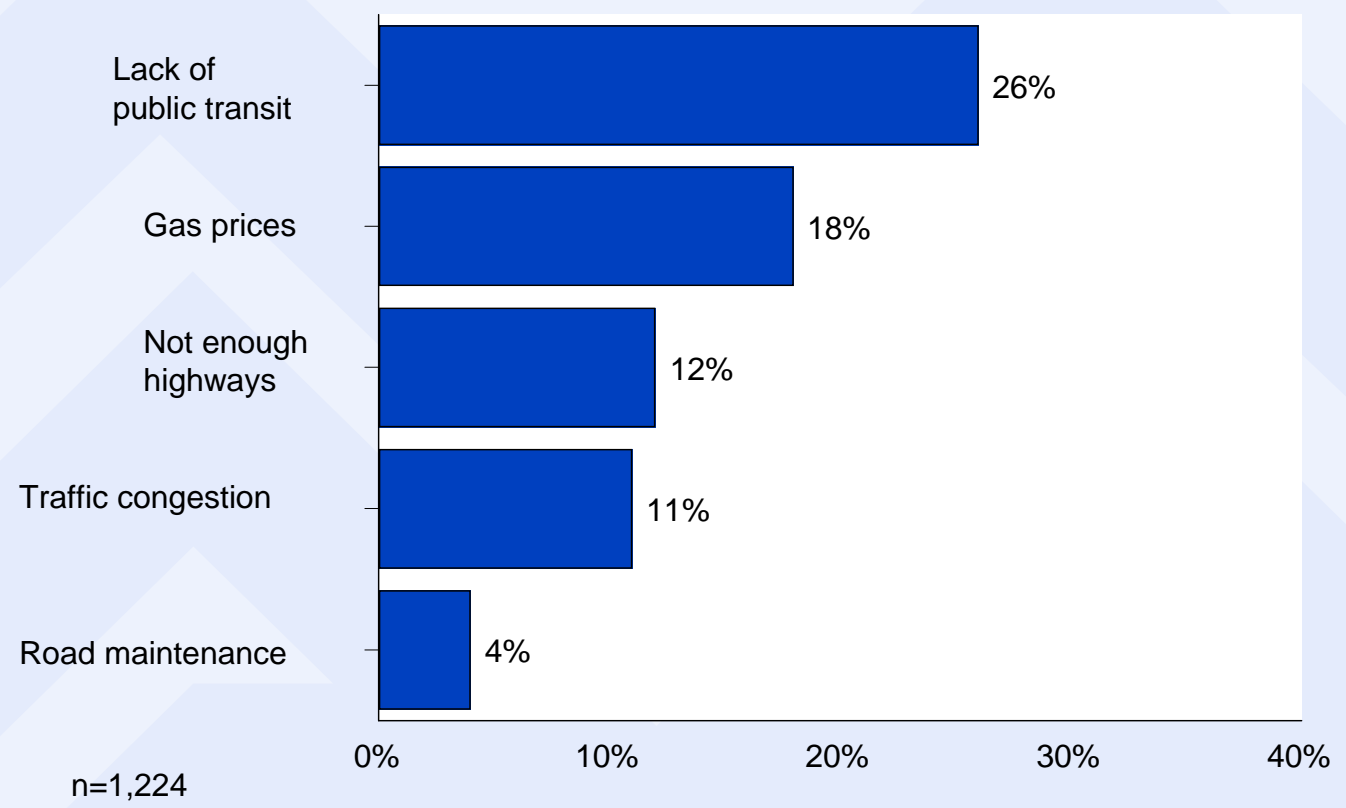


Q2: What do you think the ONE most important issue will be for the state in the next 5-10 years?



Most Important Transportation Issue in Arizona

Top Five Issues

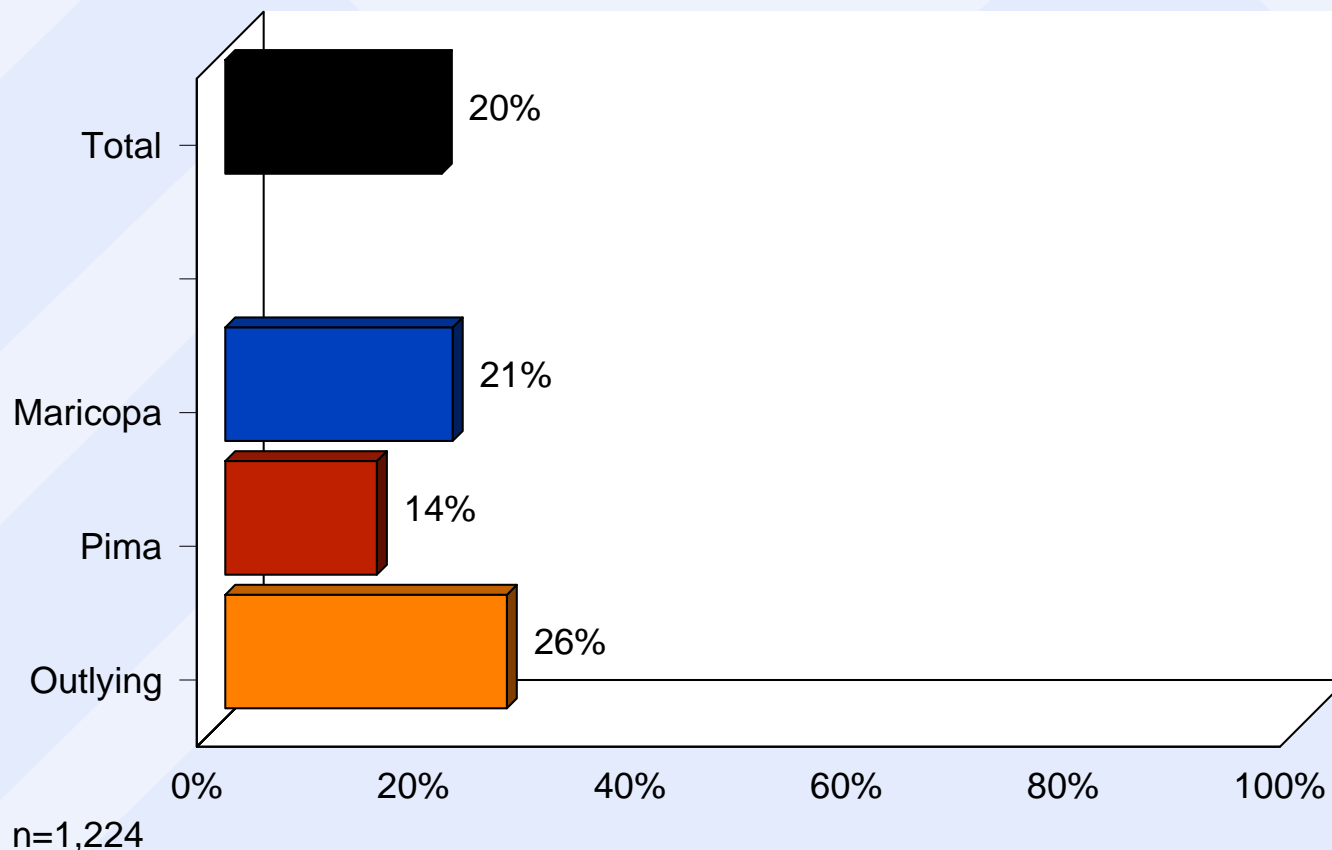


Q3: What do you think is the most important transportation-related issue or problem in Arizona?



Satisfaction with Transportation System in Arizona

Percent rating 4 or 5; 5=Very satisfied

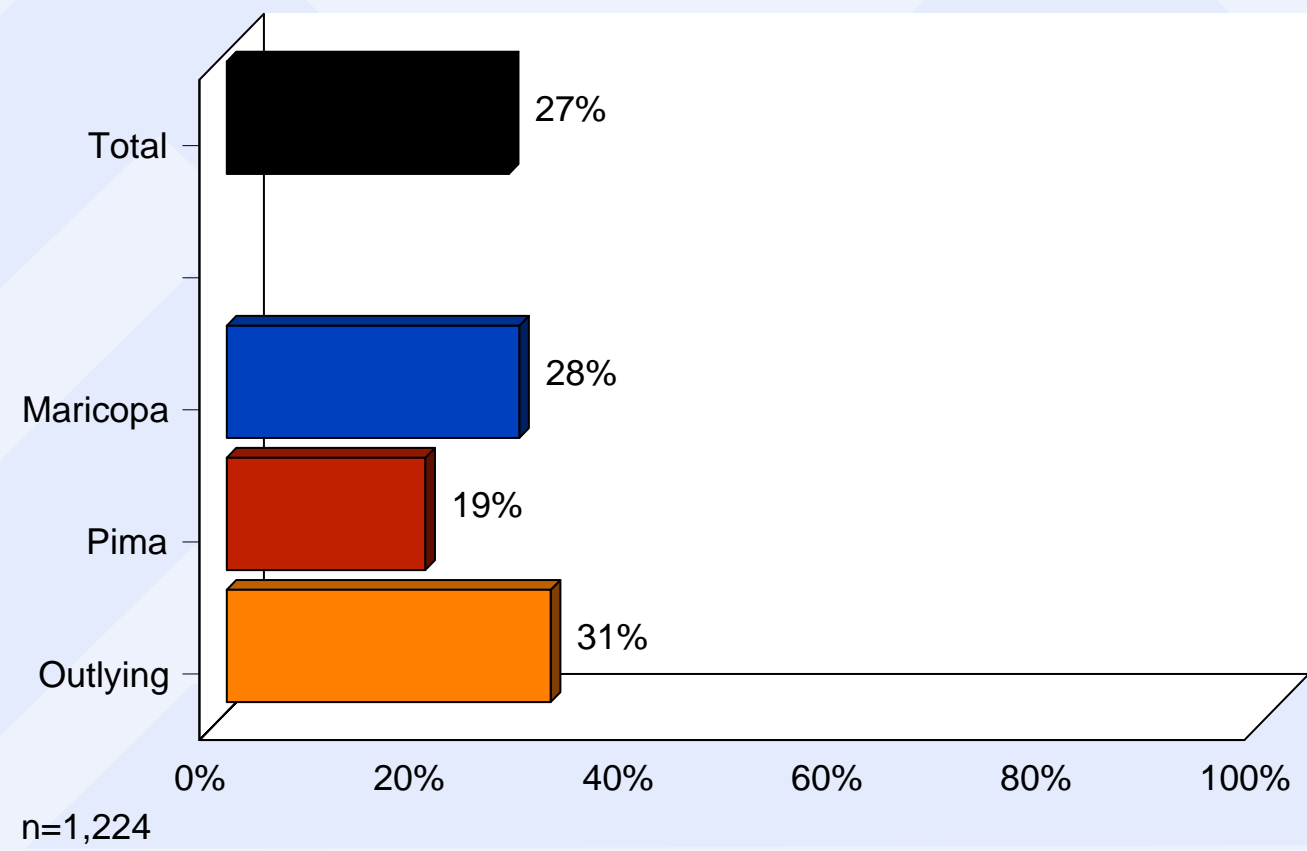


Q4: Using a 1 to 5 scale where "1" means not at all satisfied and "5" means very satisfied, please indicate your overall level of satisfaction with the statewide transportation system IN ARIZONA.



Satisfaction with Transportation System in “Your Area”

Percent rating 4 or 5; 5=Very satisfied

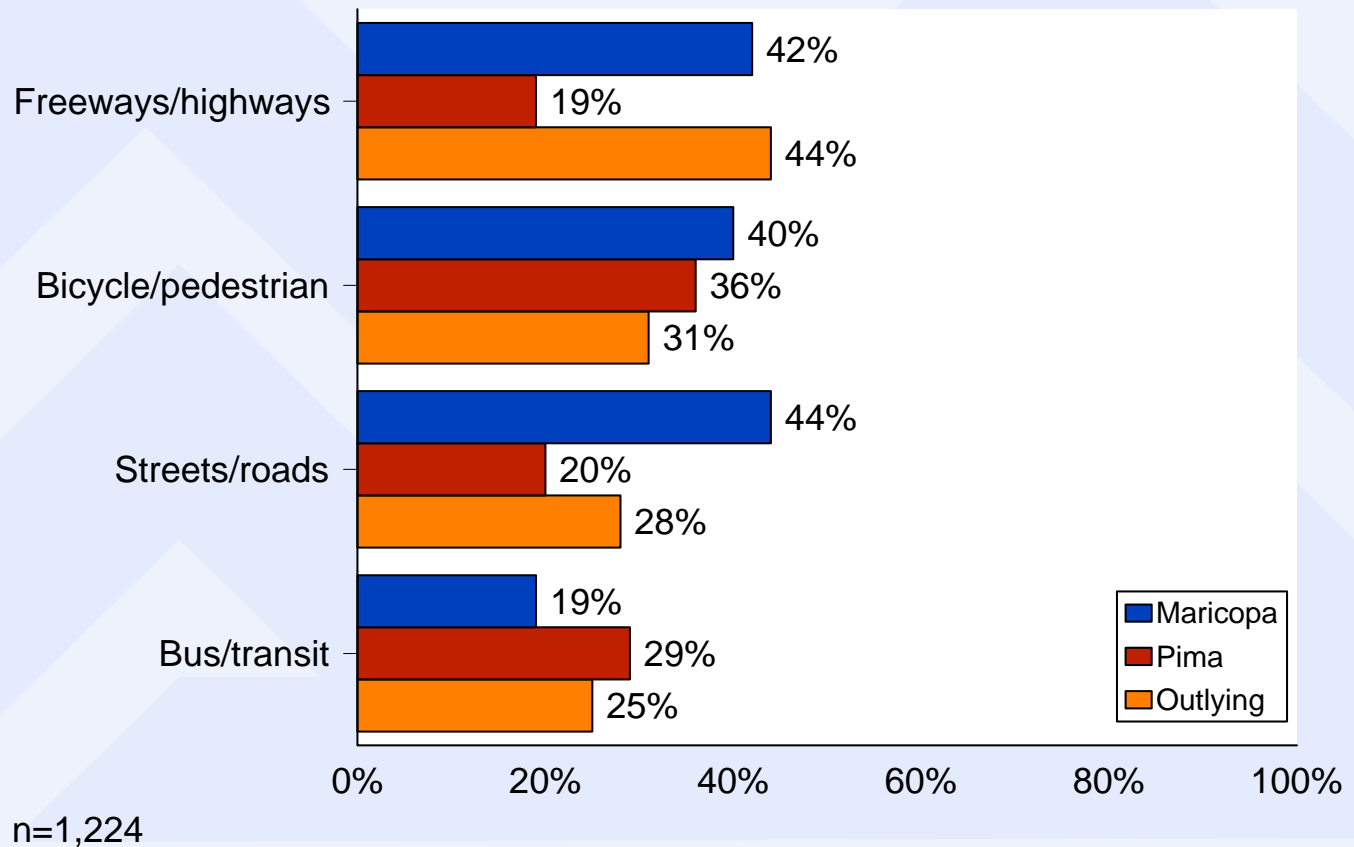


Q5: Using the same 1 to 5 scale, please indicate your OVERALL level of satisfaction with the transportation system IN YOUR AREA



Satisfaction with Transportation Elements in “Your Area”

Percent rating 4 or 5; 5=Very satisfied

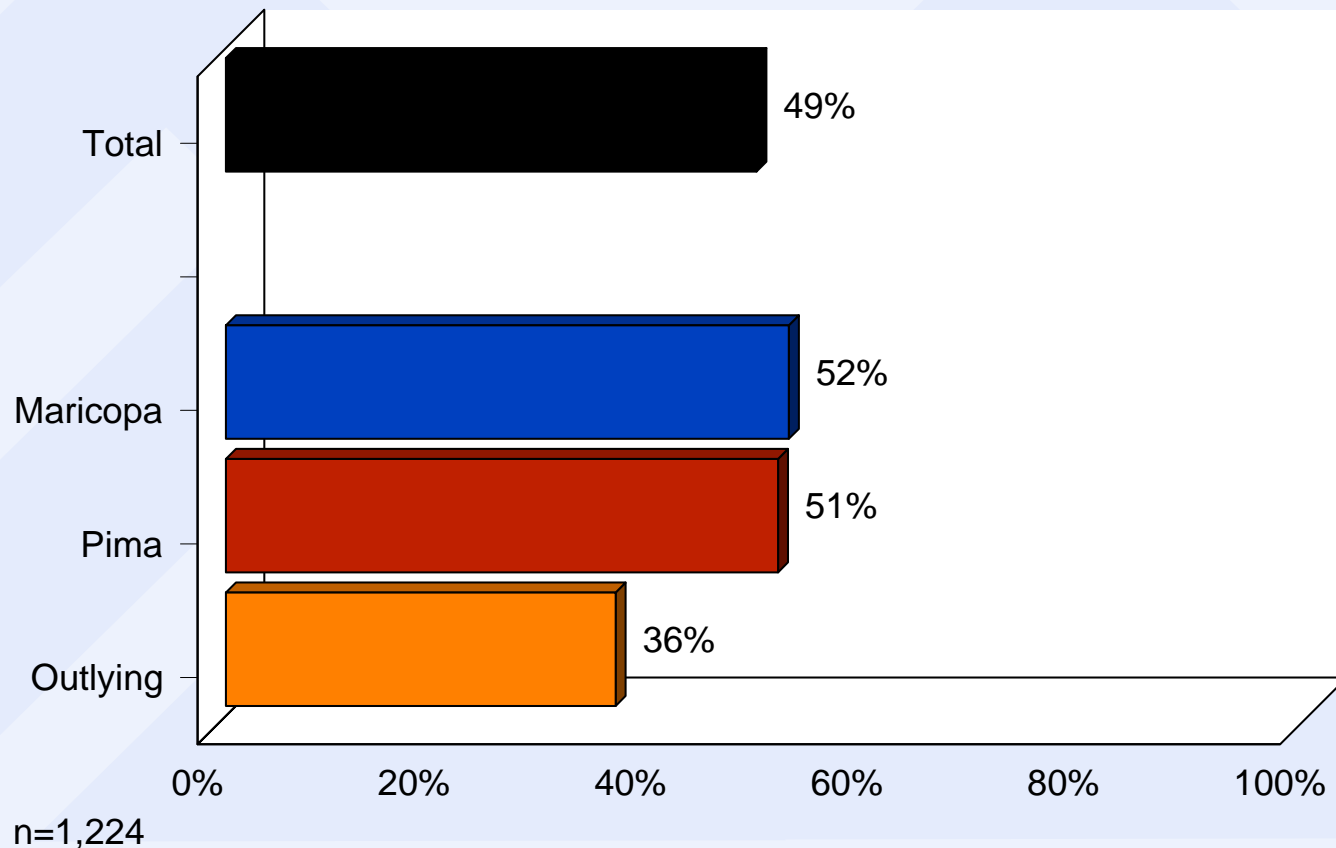


Q6: Using the same 1 to 5 scale where “1” means not at all satisfied and “5” means very satisfied, please indicate your level of satisfaction with the following components of the transportation system IN YOUR AREA.



Traffic Congestion Problem in “Your Area”

Percent rating 4 or 5; 5=Major problem



Q7: Using a 1 to 5 scale where “1” means “it is not a problem at all” and a “5” means “it is a major problem,” how big of a problem would you say traffic congestion is IN YOUR AREA?



Traffic Delay Experience

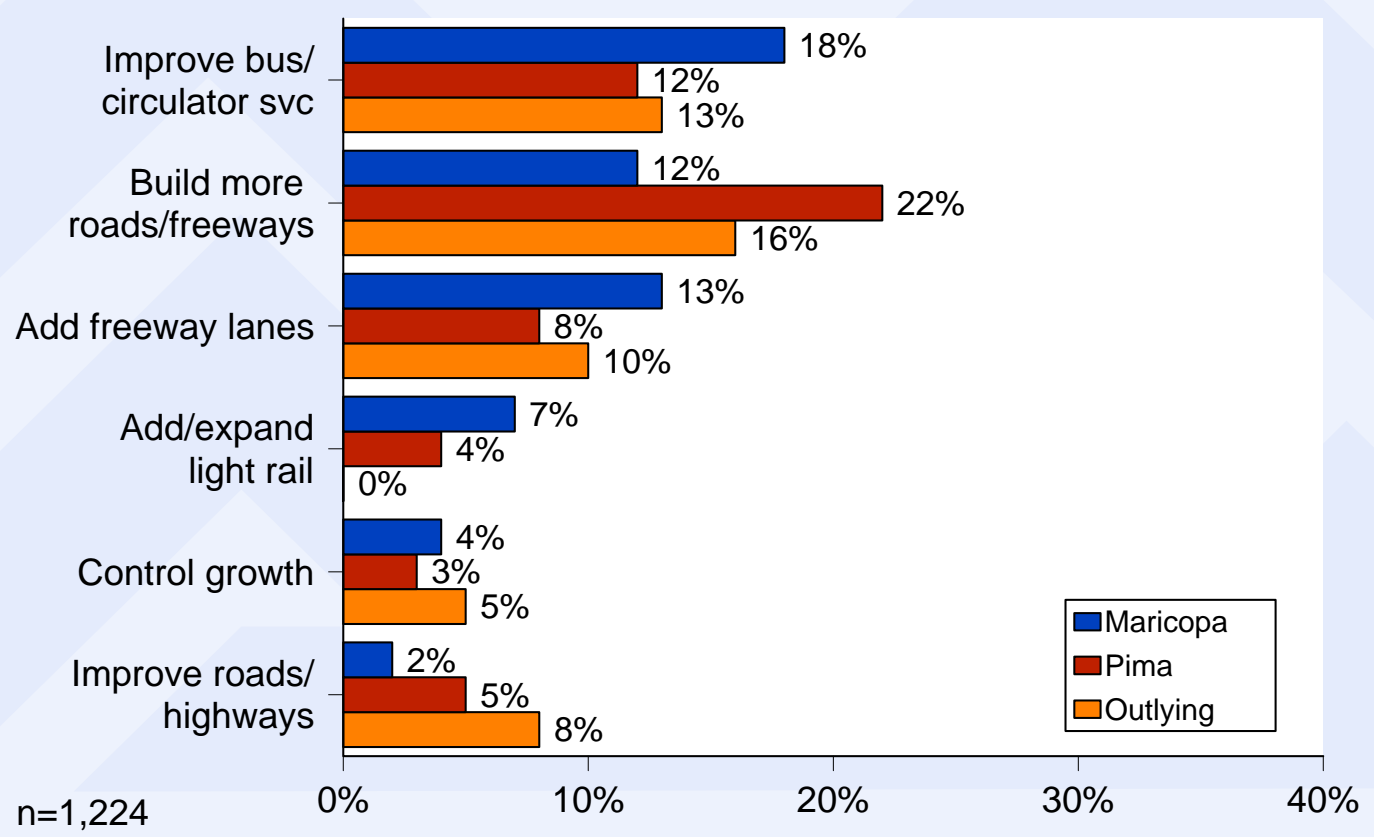
Improvement	Total Sample (n=1224)	Region		
		Maricopa (n=736)	Pima (n=251)	Outlying (n=237)
Within/just outside Maricopa County	76%	88%	55%	64%
Within/just outside Pima County	13%	3%	36%	19%
Other parts of the state	4%	3%	2%	9%
Don't know	7%	7%	8%	9%

Q9: In your travels around the state, where do you experience the most traffic delays?



Most Important Transportation Improvements in “Your Area”

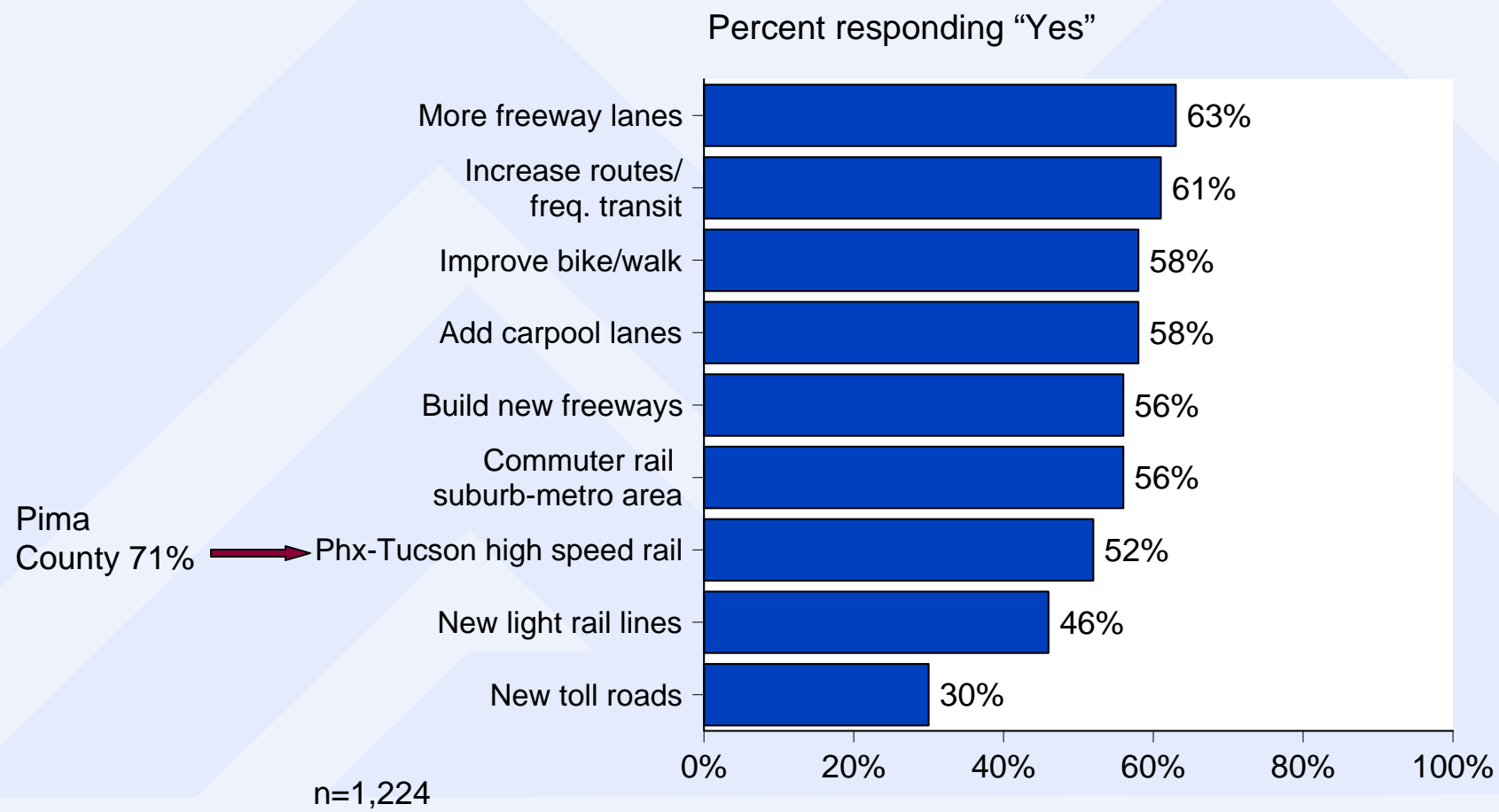
Top Six Improvements



Q8: What do you feel is the ONE most important thing that could be done to improve transportation problems IN YOUR AREA?



Willingness to Support Additional Taxes by Transportation Solution



Q10: Would you support additional taxes to... Yes, would support additional taxes for this solution, or No, would not support additional taxes for this solution.



Agreement with Transportation Solutions

Percent rating 4 or 5; 5=Strongly agree

Any Statewide Transportation Plan should contain a map indicating the improvements that will be included in the plan and when they will be built **



More public transit is needed to provide commuters a way to get to jobs during rush hour **



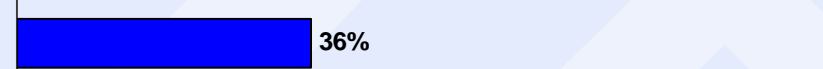
There should be more emphasis on public transportation than on freeways over the next 30 years *



Significant investments need to be made to improve, repair and maintain major city streets *



A percentage of money collected in Maricopa County should be spent on improvements outside of Maricopa County *



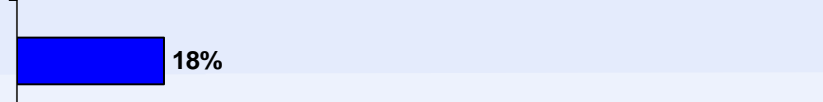
Light rail or commuter trains that run from the suburbs to the centers of metropolitan areas are more important than expanding local and express bus routes *



I would prefer high-speed train service between major metropolitan areas over other transportation improvements in my area **



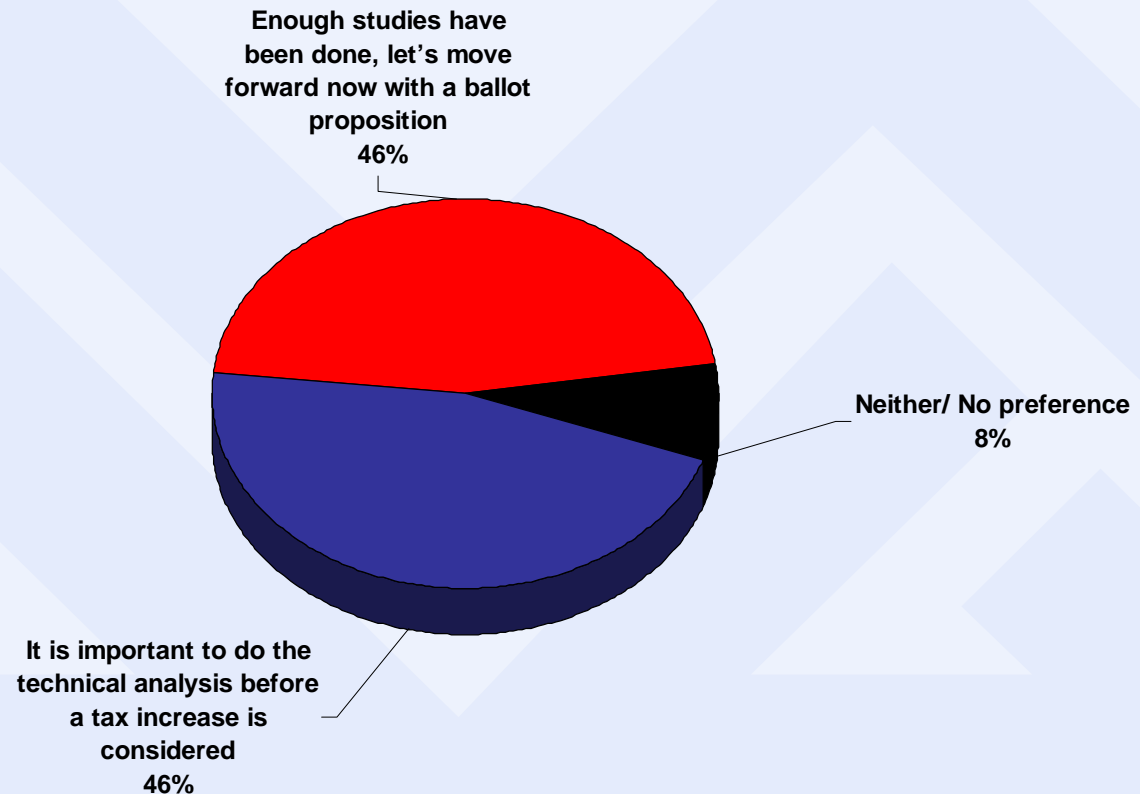
I would support a tax increase for transportation improvements even if it meant the total sales tax in my community is greater than 10 percent **



Split sample questions. *Version 1 n=609; **Version 2 n=615



Perspective on Technical Studies Prior to Statewide Proposition

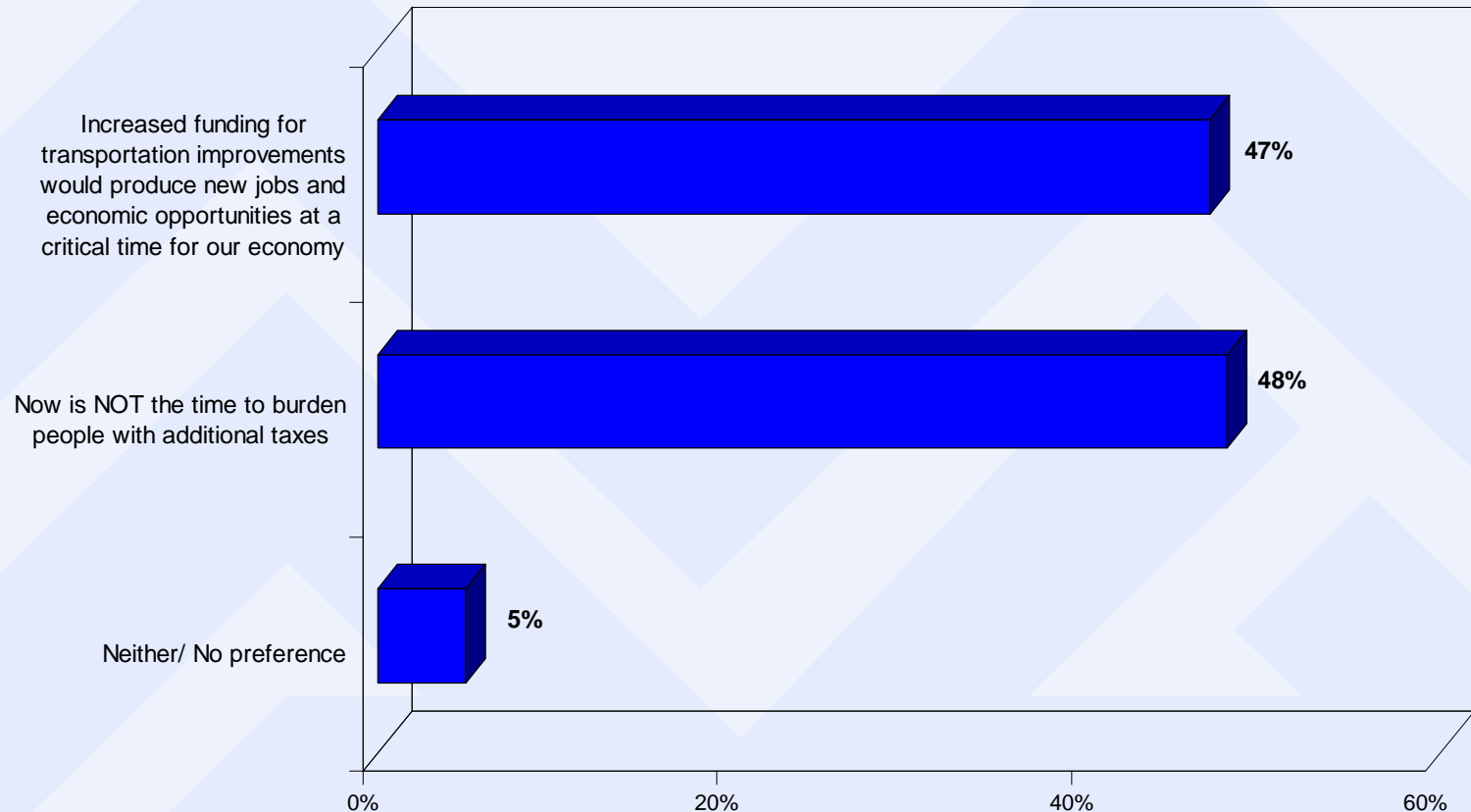


n=1,224

Q11: Regional planning agencies and the Arizona Department of Transportation are currently conducting statewide transportation studies to help identify transportation needs and ensure that systems are interconnected. I would like you to tell me which of the following two OPPOSING statements best reflects your perspective concerning a statewide ballot proposition.



Perspective on Economy and Taxes



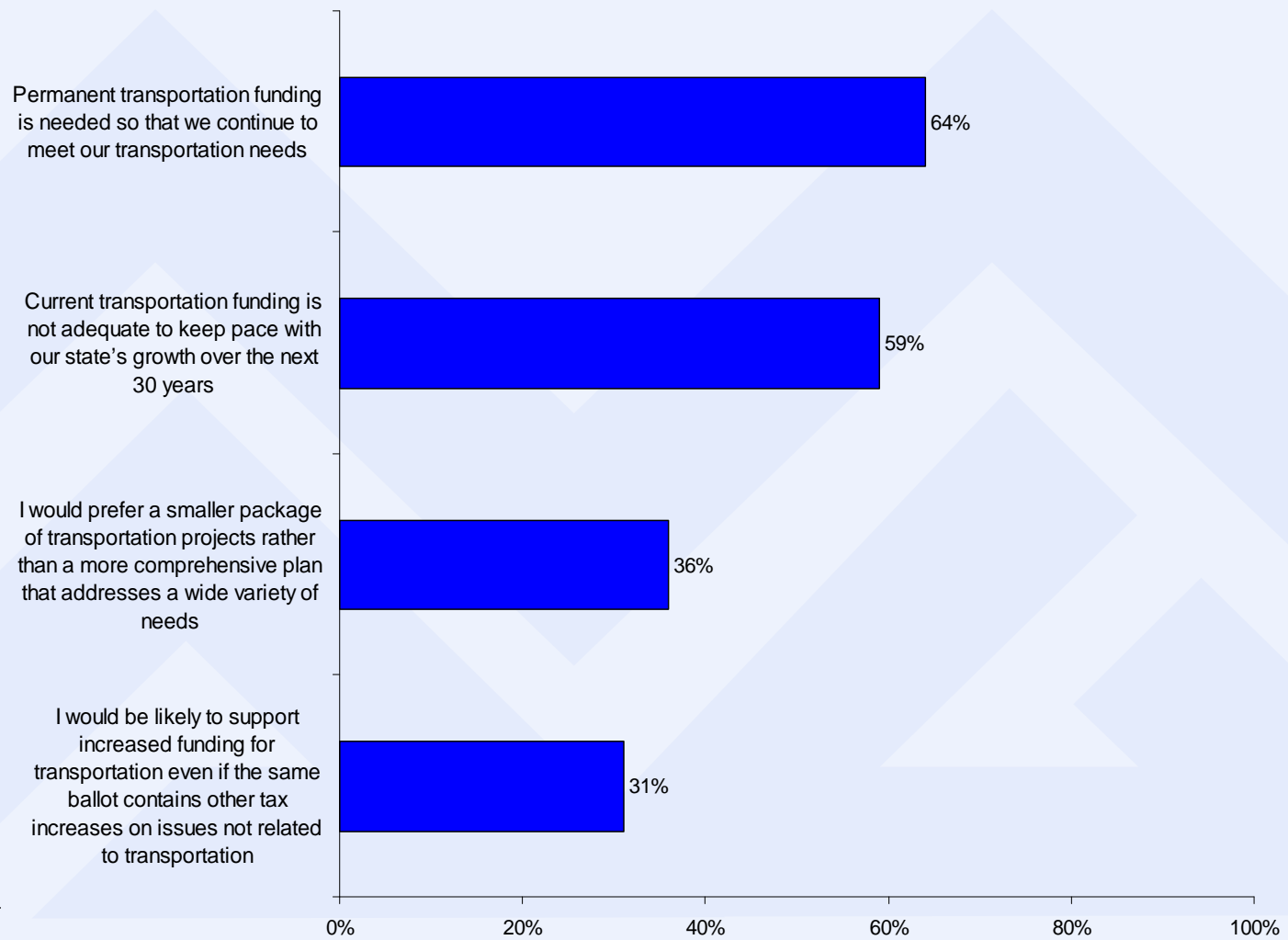
n=1,224

Q12: Many economists agree the economy is down. Assuming for a moment this is true, I would like you to indicate which of the following statements most accurately reflects your perspective.



Agreement with Funding Statements

Percent rating 4 or 5; 5=Strongly agree



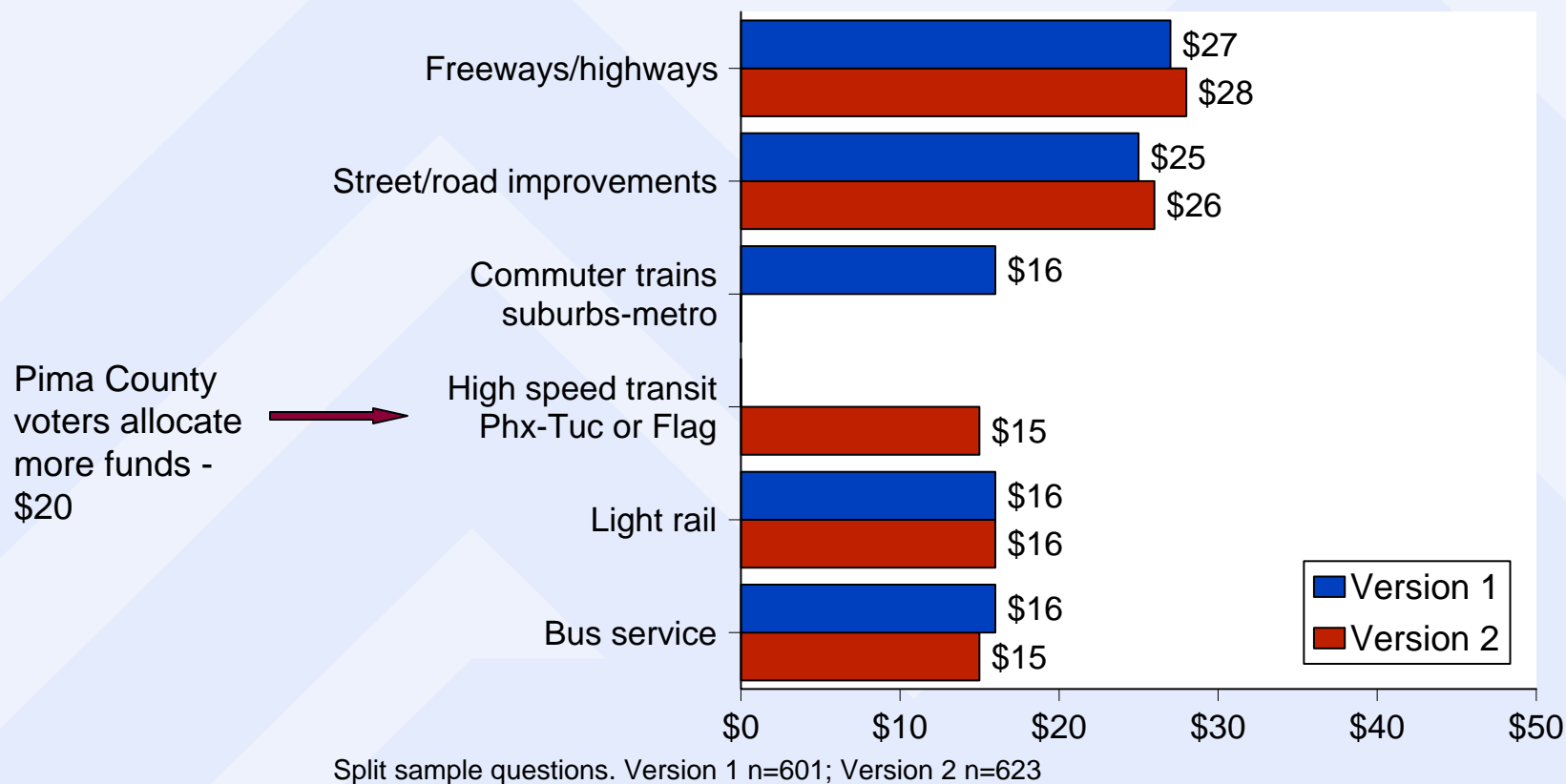
n=1,224

Q15: Using a 1 to 5 scale where a “1” means you “strongly disagree” and a “5” means you “strongly agree,” please indicate your level of agreement with each of the following statements.



Distribution of Tax Dollars on Transportation Options

Average Values

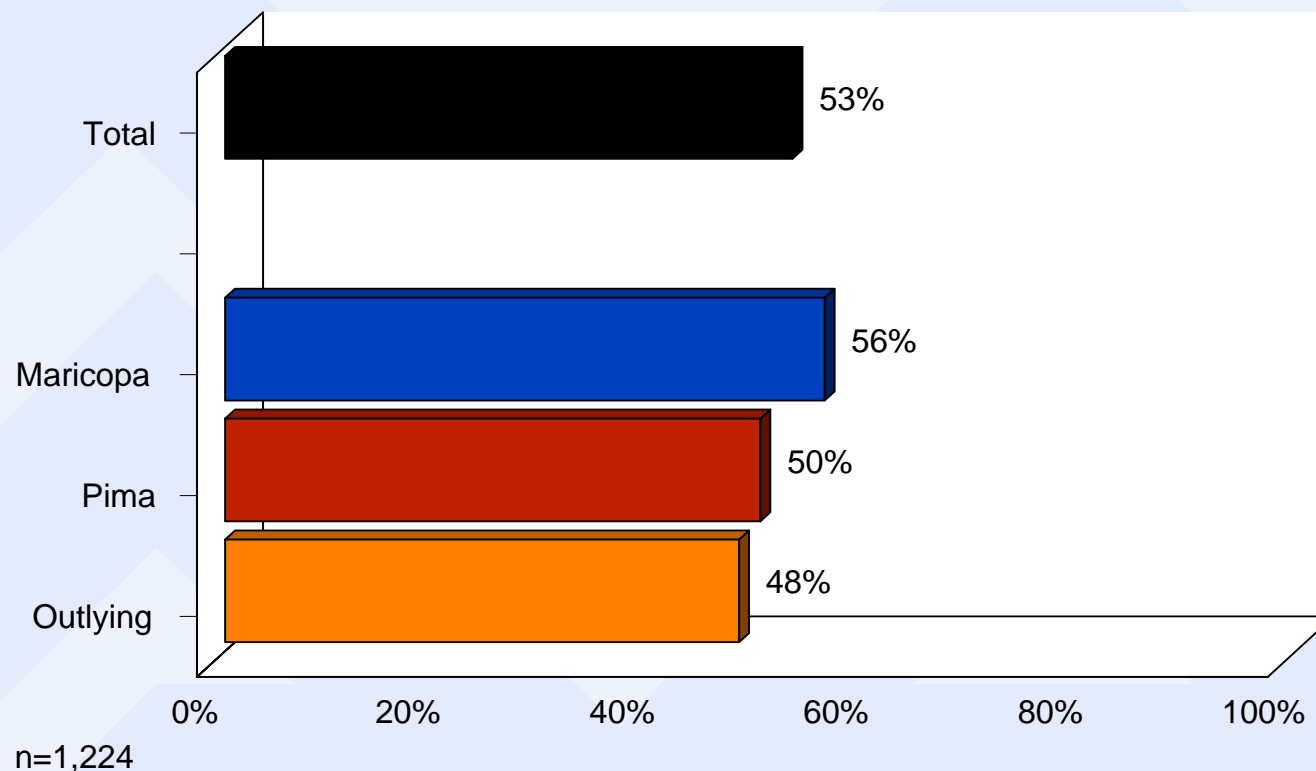


Q14: Let's pretend it was your job to determine how to distribute our tax dollars on transportation improvements. If you had a total of 100 dollars of our tax money to distribute and you had to spend the full amount, how would you distribute it between the following five areas:



Percentage of Statewide Tax to be Spent in Maricopa County

Average Percentage

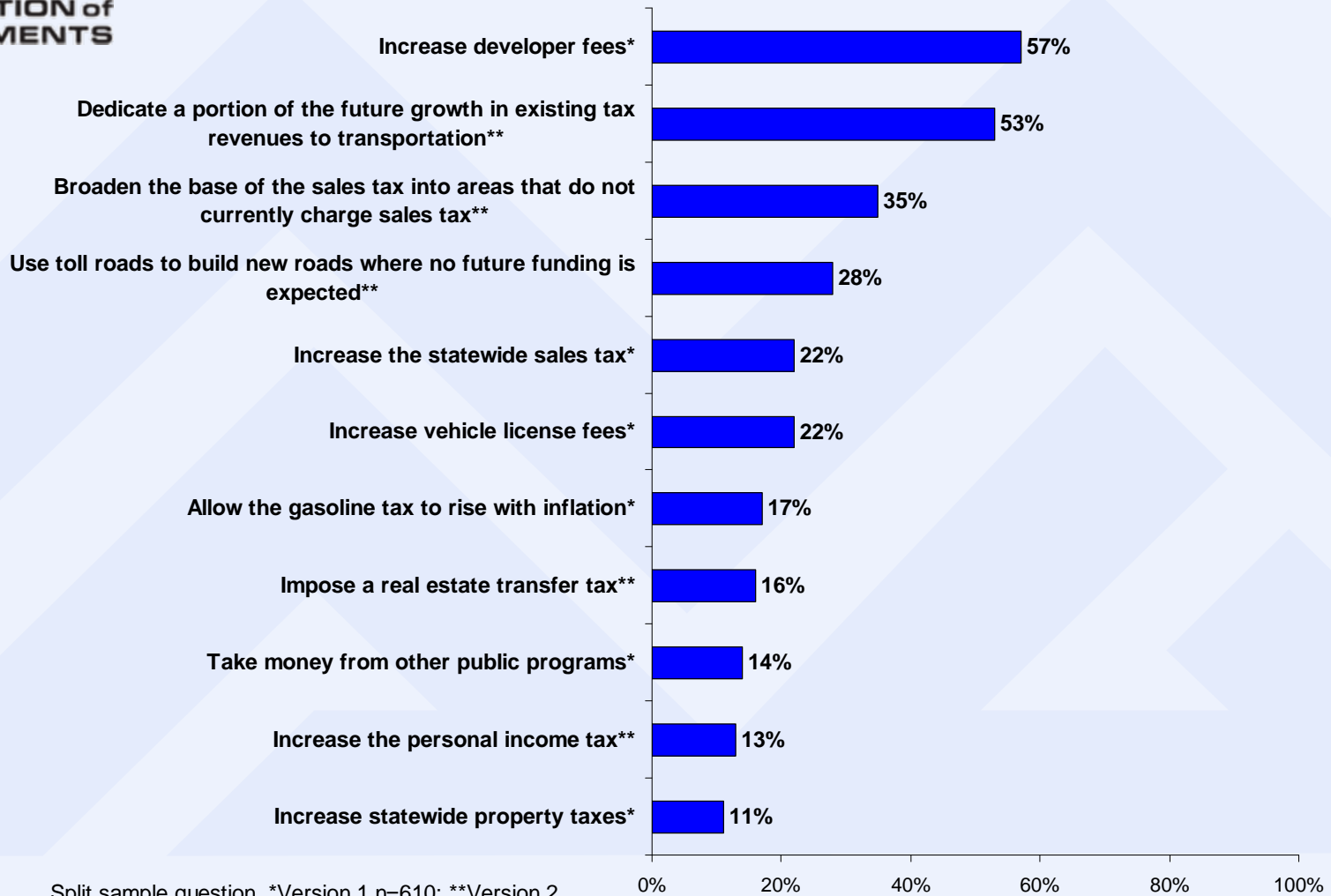


Q18: Currently, Maricopa County residents generate 67% of the sales tax collected in the state and make up over 60 percent of the population. Based on this information, what percentage of a statewide sales tax for transportation improvements do you believe should be spent in Maricopa County?



Support for Transportation Funding Options

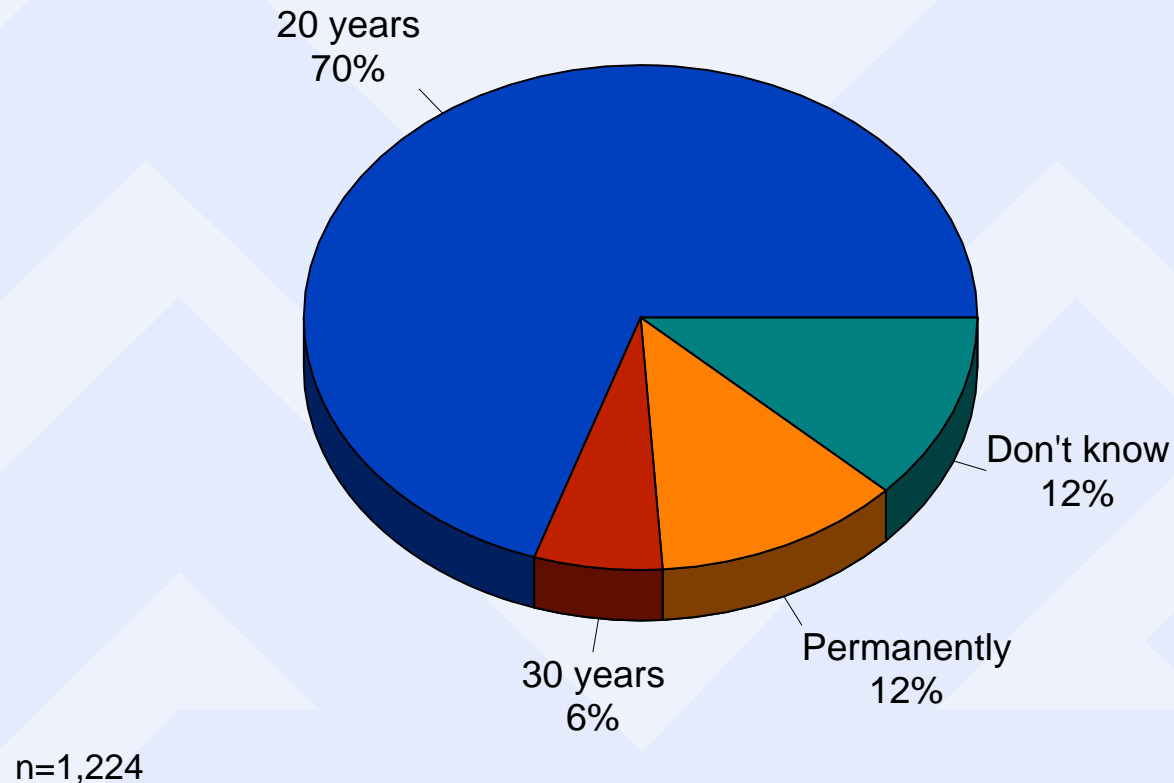
Percent rating 4 or 5; 5=Strongly support



Split sample question. *Version 1 n=610; **Version 2



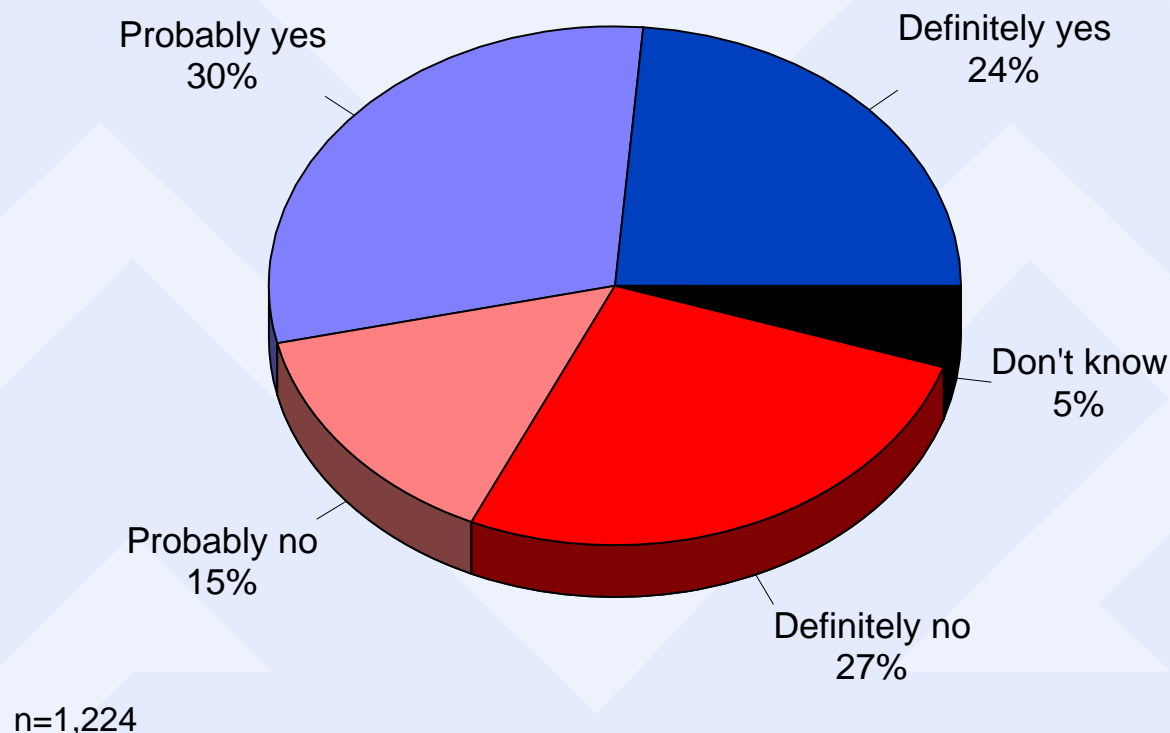
Timeframe for Transportation Funding



Q17: Based on your response to the previous question on how to increase transportation funding, for what period of time would you support the increase before it is reviewed for continuation of funding? Would you say... a. 20 years b. 30 years c. Permanently



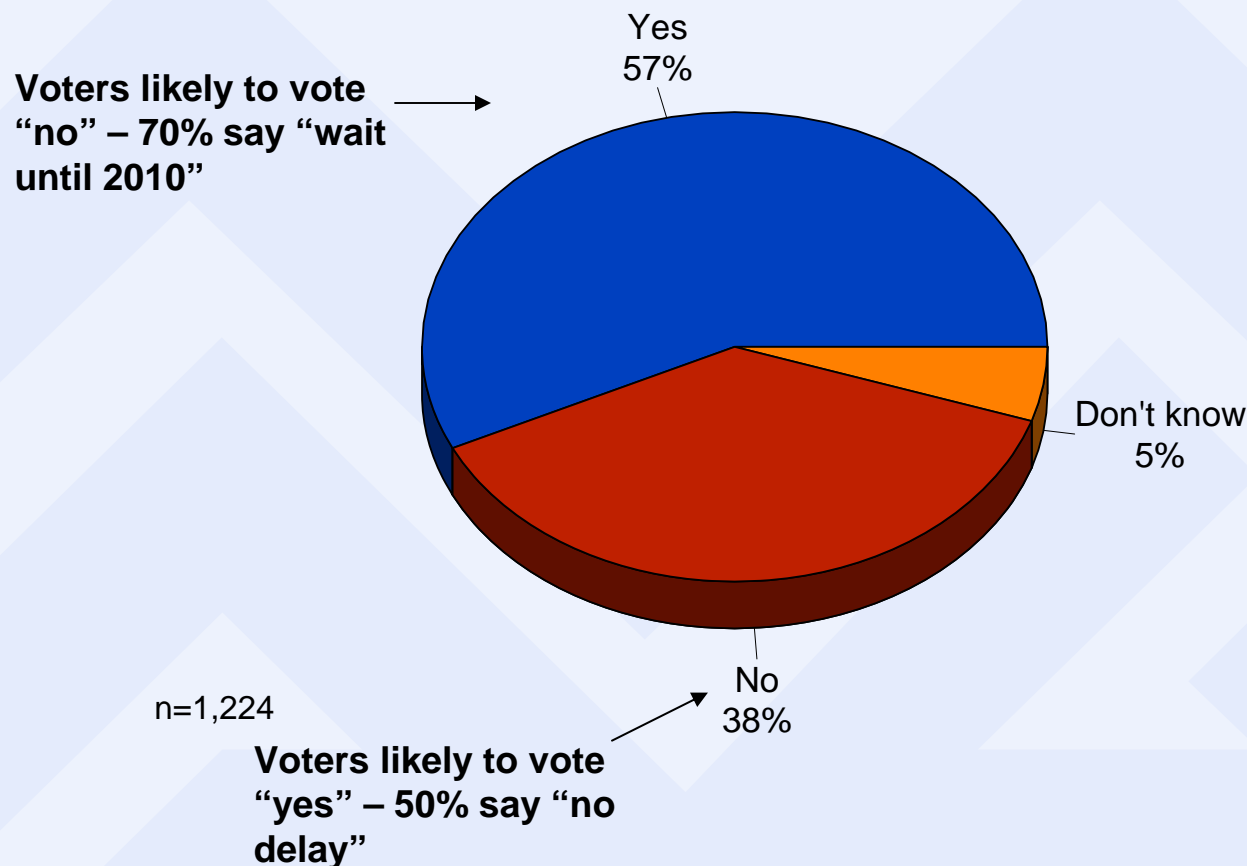
Likely Vote for Statewide Sales Tax for Transportation in Nov. 2008



Q19: There is a proposed proposition to the November ballot that would raise the statewide sales tax by one percent. The revenue raised would dedicate 58% to building new freeways and expanding existing freeways—including I-10 and I-17, give 20% to local transportation improvements, 18% to expanding bus and rail transit statewide, and 4% to transportation projects and open space preservation. Would you vote **'yes'** in favor of increasing the tax or **'no'** in opposition to increasing the tax?



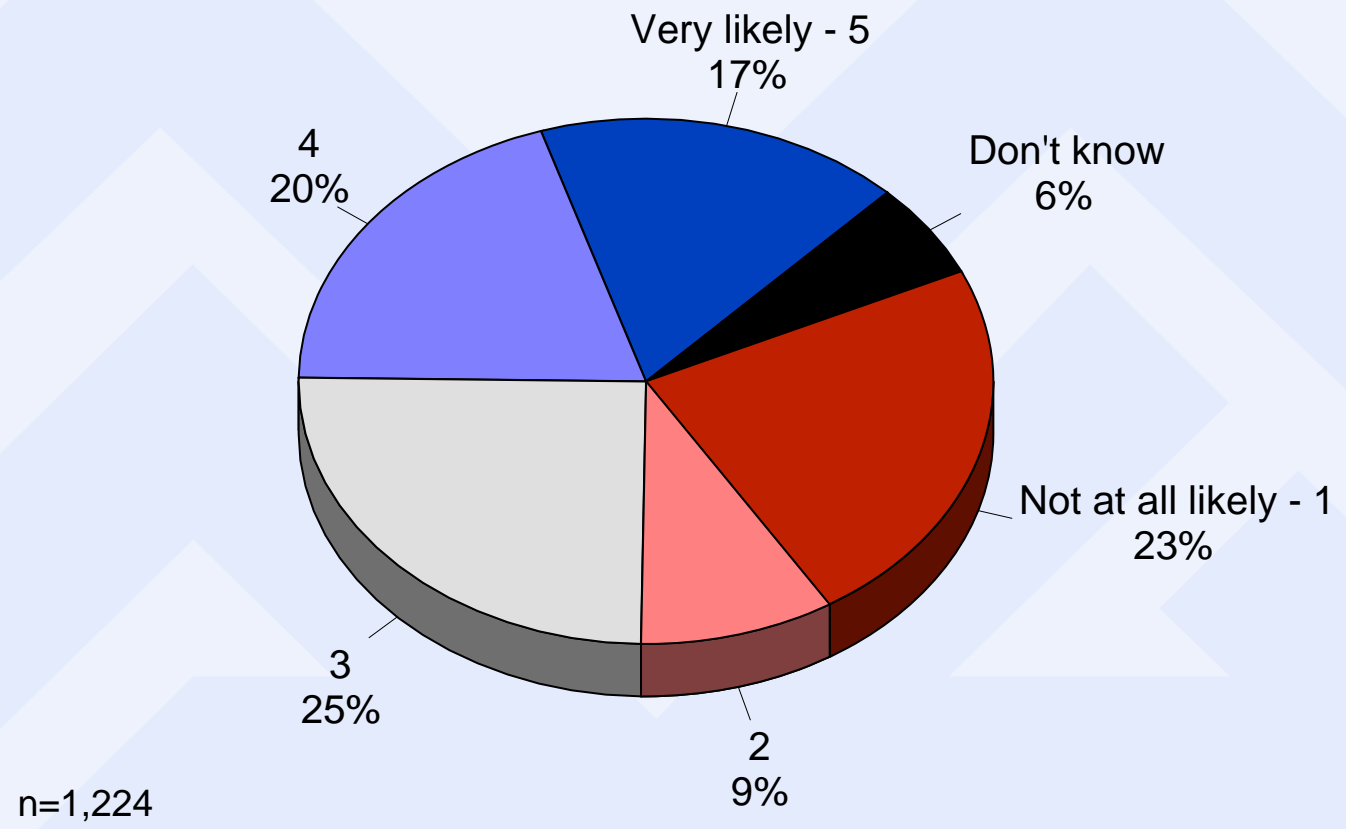
Prefer Delay Transportation Tax on Ballot to 2010



Q20. Some believe putting a transportation tax initiative on the ballot in 2010 would provide time for technical transportation studies to be completed, allow for citizen input, and give more time for the economy to improve. Would you prefer waiting until 2010 for a statewide transportation election rather than going in 2008?



Likelihood to Vote for Candidate Supporting Transportation Tax



Q21. Using a 1 to 5 scale where "1" means "not at all likely" and "5" means "very likely," please indicate how likely you are to vote for a candidate who supports a tax increase for transportation?

For more information

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